

City of Brisbane

Staff Report

To: City Council via City Manager

From: Maria Saguisag-Sid
Principal Analyst

Subject: History Book Cover Photo and Dedication Recommendations

Date: Meeting of April 21, 2014

Purpose: Create a memorable cover for the City's history book that highlights the title, "Brisbane: City of Stars" and dedicate book to former Mayor and Council Member Steve Waldo.

Recommendation:

- 1) Approve donated photo for front cover and select contest winner for back cover.
- 2) Approve addition of dedication page.

Background and Discussion: At the February 3, 2014 City Council meeting, the Council decided that the submissions for the front cover of the history book were not acceptable for the front cover. After discussion, direction was given to go back to the subcommittee for additional review, as well as consider the use of other photos that have been used for other publications.

The history subcommittee met on February 11, 2014 and agreed that one of the previous photos that was used as a sample mockup of the cover page was appropriate for the front cover. The photo was submitted by artist Kevin Fryer and has been used as the cover of the Live at Mission Blue 10th season brochure. Staff was directed to request permission from Kevin Fryer to use his photo and after a discussion, Mr. Fryer agreed to donate his photo to be used for the front cover.

The history subcommittee also wanted to honor the contest and select one of the photos to be used, however it would be placed on the back cover of the book instead. After deliberation, the recommendation was to use the collage of stars photo.

Staff is requesting the council approve the two photos for the front and back cover. Although the hope is these photos will be usable as the cover photos, they will still need to be reviewed by the designer to make sure the resolution and title placement is appropriate. Once the designer is able to confirm these photos will be able to be reproduced appropriately and the necessary authorization to use the photos is completed, staff will make arrangements to distribute the cash award.

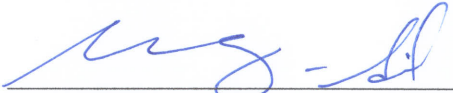
The history subcommittee also discussed and approved including a dedication page for former Mayor and Council Member Steve Waldo. Mr. Waldo was an active member of the history subcommittee up until the time that he left the council prior to his passing in 2013. Due to the large amount of work that he put into the creation of this history book prior to his death, the subcommittee thought it would be appropriate to dedicate the book to him. Attached is a copy of the proposed text for the dedication. The Subcommittee is requesting approval to add this one page dedication into the history book.

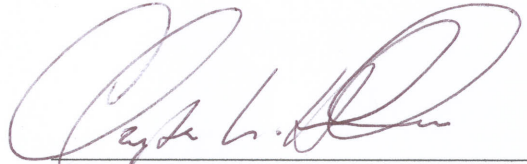
Fiscal Impact: There is no additional fiscal impact at this time. The winner of the cover photo contest will be awarded \$500 which will be allocated from the current history book budget.

Measure of Success: Does the 50th Anniversary History Book provide detailed information about the City of Brisbane's past?

Attachments:

Kevin Fryer's photo
Collage of stars photo
Dedication page text



Maria Saguisag-Sid
Principal Analyst

Clayton Holstine
City Manager

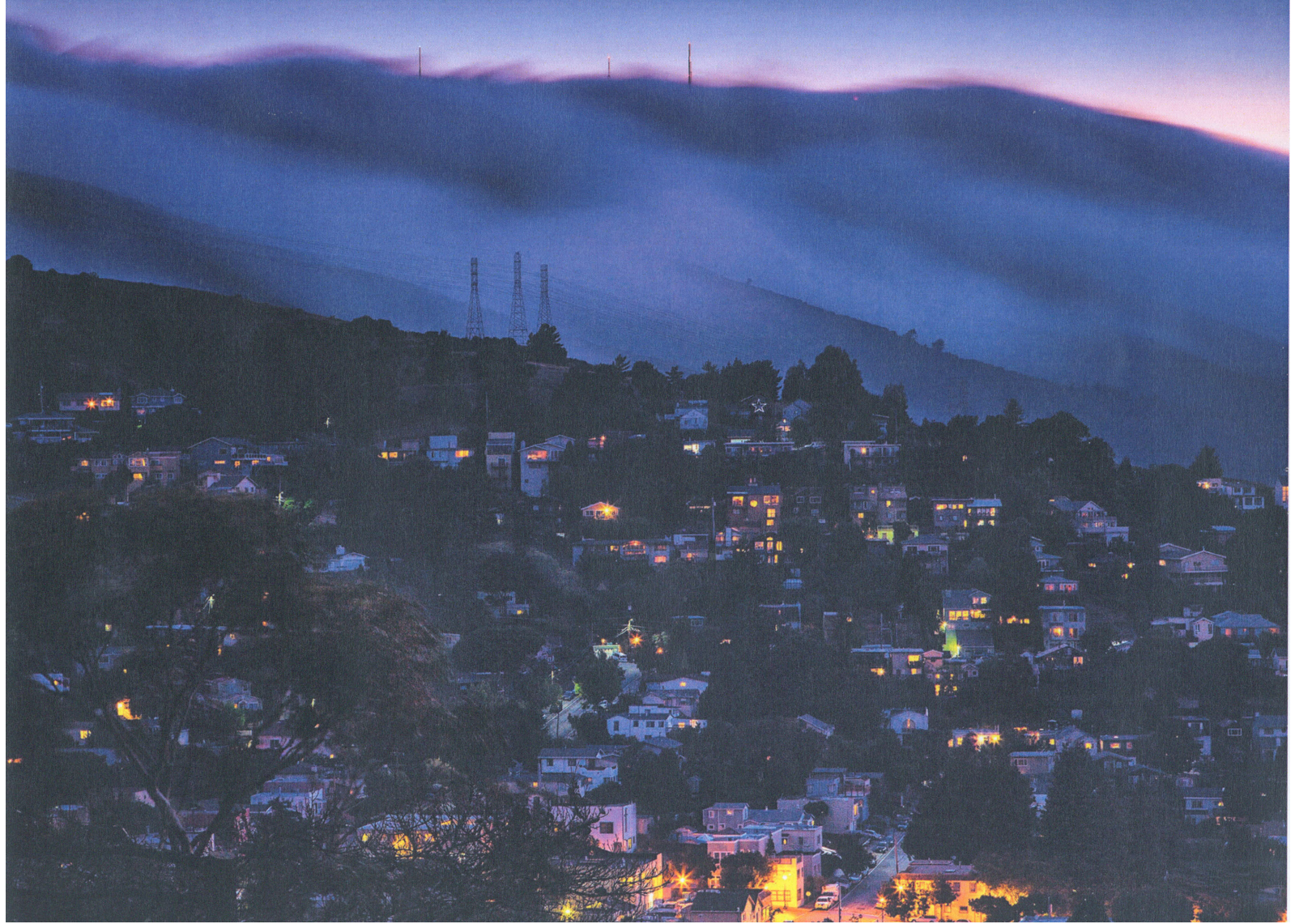
BRISBANE

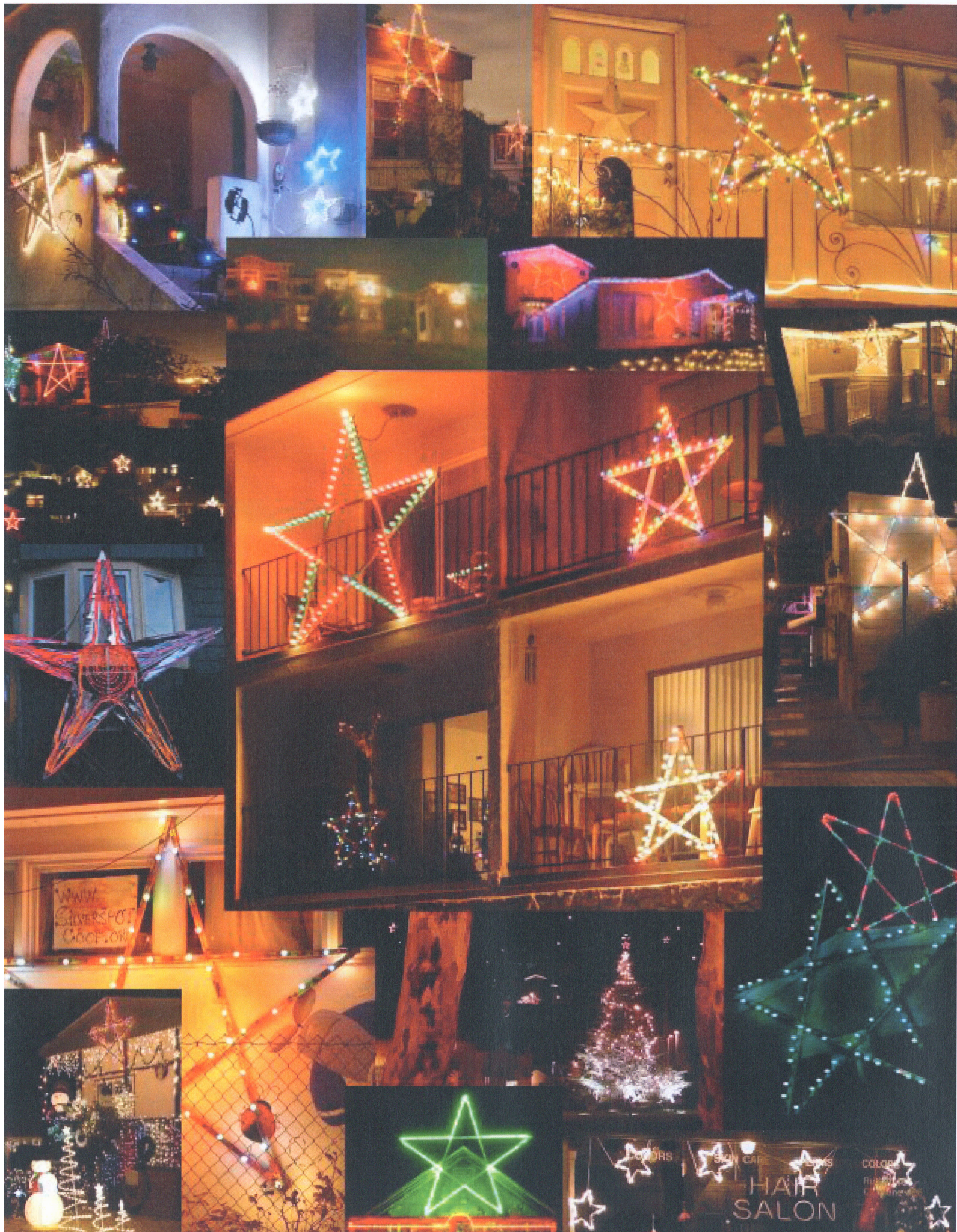
∴ *City of Stars* ∴

— 50th Anniversary —

The Second Twenty-Five Years

1986-2011





Dedication

The City of Brisbane dedicates this 25 year history book in memory of Steve Waldo (1948-2013). Steve served on the Brisbane City Council from 1989 to 2001 and again from 2005 to 2011. During his 18 years of service, Steve's fellow Council Members selected him to serve as Brisbane Mayor four times (1991, 1996, 2000 & 2007). Steve played an integral role in ushering in a new era after the divisive recall of 1989. His rapier wit and keen scholarly insight notably characterized his work on our City Council.

Steve Waldo championed the development of and ultimate voter approval for the 1994 General Plan. He never shied away from difficult public issues and always helped craft reasonable compromises. For these reasons and many more, we, the Brisbane City Council, dedicate this second 25 year history book to one of the most influential participants of this time period. In the words of Steve Waldo, "at the risk of moving this along" we present to you the second 25 years of Brisbane History.